August 2025
End of Month Reports
Social - eNewsletters - Blogs

Social Media Summary

Facebook - DaytonaBeach

- Published Posts: 59
- Followers: 636,772 - gained 29,256
- Organic Impressions: 1,081,798 - up 130.5%
- Paid Impressions: 21,637,092 - up 19.9%
- Organic Engagements: 17,815 - up 25.3%
- Paid Engagements: 856,154 - up 37.1%
- Organic Engagement Rate Per Impression: 1.6% - down 45.7%
- Paid Engagement Rate Per Impression: 4.0% - up 14.3%
- Organic Post Link Clicks: 324 - up 1.6%
- Paid Post Link Clicks: 517,449 - up 23.2%

Instagram - DiscoverDaytonaBeach

- Published Posts: 59
- Followers: 32,487 - gained 551
- Organic Views: 123,759 - up 93.0%
- Paid Views: 2,511,439 - up 31.5%
- Organic Engagements: 2,909 - down 4.6%
- Paid Engagements: 51,724 - down 60.1%
- Organic Engagement Rate Per Impression: 2.4% - down 50.6%
- Paid Engagement Rate Per Impression: 2.1% - down 69.7%

Threads - DiscoverDaytonaBeach

- Published Posts: 28
- Followers: 4,774 - gained 94
- Views: 791 - up 35.7%
- Engagements: 28 - up 47.4%

X - DaytonaBeachFun

- Published Posts: 28
- Followers: 11,791 - lost 2
- Impressions: 5,605 - up 146.6%
- Engagements: 163 - up 201.9%
- Engagement Rate Per Impression: 2.9% - up 22.4%
- Post Link Clicks: 45 - up 246.2%

TikTok - DiscoverDaytonaBeach

- Published Posts: 10
- Followers: 61,731 - gained 5,379
- Video Views: 1,145,432 - down 55.7%
- Engagements: 10,521 - down 40.0%
- Engagement Rate Per Impression: 0.9% - up 35.6%

YouTube - VisitDaytonaBeach

- Subscribers: 1,055 - gained 12
- Impressions: 21,772 - up 86.1%
- Video Views: 72,609 - down 1.7%
- New Viewers: 40,486 - down 8.9%
- Click-Thru Rate: 3.0% - down 23.1%

Pinterest - DiscoverDaytonaBeach

- Pins: 0
- Audience: 443 - gained 6

Facebook Top Posts

Daytona Beach Area C...
Wed 8/13/2025 6:14 pm EDT

😍 Enjoy this gorgeous aerial view of the historic Jackie Robinson Ballpark in Daytona Beach! #LoveDaytonaBeach...

Total Engagements	4,295
Reactions	2,177
Comments	204
Shares	344
Post Link Clicks	—
Other Post Clicks	1,570

Daytona Beach Area C...
Wed 8/13/2025 4:08 pm EDT

😍 Three-day weekend loading.... 🌆 Make the most of your Labor Day escape in Daytona Beach! 🎉 🗓️ Plan your trip no...

Daytona Beach Hotels | Places to St...

Total Engagements	3,797
Reactions	3,271
Comments	6
Shares	24
Post Link Clicks	46
Other Post Clicks	450

Daytona Beach Area C...
Fri 8/1/2025 3:06 pm EDT

🤩 Everyone's invited to the fun in Daytona Beach! 🙌 Check out these awesome, accessible adventures that ma...

Total Engagements	3,277
Reactions	2,737
Comments	25
Shares	33
Post Link Clicks	19
Other Post Clicks	463

Boosted

Daytona Beach Area C...
Tue 8/5/2025 2:06 pm EDT

🎤 Live music + ocean breezes = summer magic! 🎶 🌅 ✨ Don't miss a free concert under the stars at the iconic Daytona...

Daytona Beach Bandshell | Summer...

Total Engagements	3,187
Reactions	2,585
Comments	31
Shares	75
Post Link Clicks	201
Other Post Clicks	295

Boosted

Daytona Beach Area C...
Sat 8/23/2025 4:55 pm EDT

📱 Download your FREE copy of the official Daytona Beach Destination Guide and start planning your fall beach getaw...

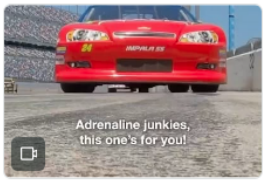
Total Engagements	2,729
Reactions	2,471
Comments	8
Shares	18
Post Link Clicks	17
Other Post Clicks	215

Boosted

Facebook Top Viewed Videos

Daytona Beach Area C...
Wed 8/13/2025 4:11 pm EDT

🇪🇸 by @visitfloridaesp: ¿Te gusta la velocidad? ¡Daytona es pura adrenalina! 🏁🔥🏎️ Desde su pista icónica hasta...



Video Views	87,140

Daytona Beach Area C...
Wed 8/13/2025 6:14 pm EDT

😍 Enjoy this gorgeous aerial view of the historic Jackie Robinson Ballpark in Daytona Beach! #LoveDaytonaBeach...

Video Views	32,977

Daytona Beach Area C...
Sat 8/16/2025 4:59 pm EDT

Everyone deserves a perfect beach day! 🏖️ Here's your go-to guide for accessible fun in the sun Daytona Beach style:...

Video Views	30,870

Boosted

Daytona Beach Area C...
Fri 8/29/2025 8:35 pm EDT

👀 Looking for fun things to see and do during your Daytona Beach getaway that won't break your vacation budget? From...

Video Views	16,617

Boosted

Daytona Beach Area C...
Thu 8/28/2025 7:33 pm EDT

🎨 Art lovers, you're in for a treat! 🖼️ Explore these can't-miss exhibits lighting up Daytona Beach area museums and...

Video Views	16,037

Boosted

Instagram Top Posts

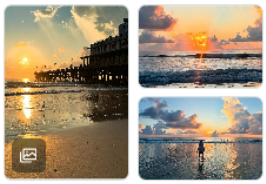
discoverdaytonabeach
Wed 8/13/2025 6:14 pm EDT

😍 Enjoy this gorgeous aerial view of the historic Jackie Robinson Ballpark in Daytona Beach! #LoveDaytonaBeach...

Total Engagements	549
Likes	425
Comments	9
Shares	89
Saves	26

discoverdaytonabeach
Thu 8/21/2025 11:55 am EDT

🌅 Morning beauty. 😍 #LoveDaytonaBeach 📸 by @daynafalgout: Sunrise over the Atlantic...



Total Engagements	280
Likes	255
Comments	7
Shares	11
Saves	7

discoverdaytonabeach
Wed 8/20/2025 12:47 pm EDT

Live from the Renaissance Daytona Beach Oceanfront Hotel! #WaveWednesday🌊 #lovedaytonabeach🏖️

Total Engagements	196
Likes	180
Comments	2
Shares	11
Saves	3

discoverdaytonabeach
Thu 8/28/2025 4:03 pm EDT

✨ Imagine it: Bananas at the beach! 🍌 🍈 We've got the historic Jackie Robinson Ballpark, 🏁 revved up rizz and a world-...

Total Engagements	183
Likes	135
Comments	13
Shares	27
Saves	8

discoverdaytonabeach
Thu 8/7/2025 4:04 pm EDT

🍈 There's still time to catch the Daytona Tortugas in action this summer at Jackie Robinson Ballpark in Daytona Beach! 🐢 ...

Total Engagements	141
Likes	126
Comments	2
Shares	9
Saves	4

Instagram Top Viewed Videos

discoverdaytonabeach
Wed 8/13/2025 6:14 pm EDT

😍 Enjoy this gorgeous aerial view of the historic Jackie Robinson Ballpark in Daytona Beach! #LoveDaytonaBeach...

Reels Video Views	7,071

discoverdaytonabeach
Thu 8/28/2025 12:58 pm EDT

🎶🎶 I hear a hit! 🎶🎶 #LoveDaytonaBeach🏖️ 📸 by @sydneyshaeofficial: Today's the last day...

Reels Video Views	2,574

discoverdaytonabeach
Thu 8/28/2025 4:03 pm EDT

✨ Imagine it: Bananas at the beach! 🍌 🍈 We've got the historic Jackie Robinson Ballpark, 🏁 revved up rizz and a world-...

Reels Video Views	2,514

discoverdaytonabeach
Thu 8/7/2025 4:04 pm EDT

🍈 There's still time to catch the Daytona Tortugas in action this summer at Jackie Robinson Ballpark in Daytona Beach! 🐢 ...

Reels Video Views	2,429

discoverdaytonabeach
Wed 8/20/2025 12:47 pm EDT

Live from the Renaissance Daytona Beach Oceanfront Hotel! #WaveWednesday🌊 #lovedaytonabeach🏖️

Reels Video Views	2,099

X Top Posts

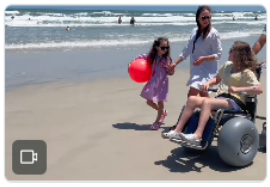
@DaytonaBeachFun
Sun 8/31/2025 3:33 pm EDT

Pumpkin spice and everything nice! 🎃 🍂 Fall festivals are rolling into the Daytona Beach area! Here's your guide to all the...

Total Engagements	22
Likes	1
@Replies	0
Reposts	0
Post Link Clicks	8
Other Post Clicks	13
Other Engagements	0

@DaytonaBeachFun
Sat 8/16/2025 8:15 pm EDT

Everyone deserves a perfect beach day! 🏖️ Here's your go-to guide for accessible fun in the sun Daytona Beach style:...



Total Engagements	17
Likes	4
@Replies	0
Reposts	1
Post Link Clicks	2
Other Post Clicks	10
Other Engagements	0

@DaytonaBeachFun
Thu 8/28/2025 4:14 pm EDT

✨ Imagine it: Bananas at the beach! 🍌 🍈 We've got the historic Jackie Robinson Ballpark, 🏁 revved up rizz and a world-...

Total Engagements	12
Likes	5
@Replies	0
Reposts	2
Post Link Clicks	—
Other Post Clicks	5
Other Engagements	0

@DaytonaBeachFun
Tue 8/5/2025 2:51 pm EDT

🎤 Live music + ocean breezes = summer magic! 🎶 🌅 ✨ Don't miss a free concert under the stars at the iconic Daytona Beach Bandshell. 🎸 See the summer concert lineup: bit.ly/39aM6nj #LoveDaytonaBeach 🏖️

Total Engagements	12
Likes	3
@Replies	0
Reposts	1
Post Link Clicks	5
Other Post Clicks	3
Other Engagements	0

@DaytonaBeachFun
Mon 8/18/2025 3:18 pm EDT

🎉 Looking for fun? We've got a calendar full of it! 📅 👀 Check out the latest Daytona Beach festival and event...

Total Engagements	10
Likes	0
@Replies	0
Reposts	1
Post Link Clicks	0
Other Post Clicks	9
Other Engagements	0

X Top Video Views

@DaytonaBeachFun
Sat 8/16/2025 8:15 pm EDT

Everyone deserves a perfect beach day! 🏖️ Here's your go-to guide for accessible fun in the sun Daytona Beach style:...

Video Views 170

@DaytonaBeachFun
Sun 8/10/2025 3:55 pm EDT

🏁 Start your engines for one epic race weekend under the lights! Coke Zero Sugar 400 Weekend roars back to Dayto...

Video Views 83

@DaytonaBeachFun
Thu 8/28/2025 4:14 pm EDT

✨ Imagine it: Bananas at the beach! 🍌 🍈 We've got the historic Jackie Robinson Ballpark, 🏁 revved up rizz and a world-...

Video Views 67

@DaytonaBeachFun
Thu 8/7/2025 3:19 pm EDT

🍈 There's still time to catch the Daytona Tortugas in action this summer at Jackie Robinson Ballpark in Daytona Beach! 🏟️ ...

Video Views 67

@DaytonaBeachFun
Thu 8/28/2025 12:58 pm EDT

🎶 🎶 I hear a hit! 🎶 🎶 #LoveDaytonaBeach 🏖️ 📼 by @sydneyshaeofficial: Today's the last da...

Video Views 66

DAYTONA BEACH®

TikTok Top Posts

discoverdaytonabeach
Thu 8/28/2025 4:03 pm EDT

✨ Imagine it: Bananas at the beach! 🍌 🍈 We've got the historic Jackie Robinson Ballpark, 🏟 revved up rizz and a world-...

Total Engagements	142
Likes	118
Comments	6
Shares	18

Boosted

discoverdaytonabeach
Fri 8/29/2025 10:26 am EDT

🍽 Savor September in Daytona Beach! From Sept. 1-30, enjoy 2- or 3-course prix fixe meals at $20, $40, or $60 from fave...

Total Engagements	21
Likes	18
Comments	0
Shares	3

Boosted

discoverdaytonabeach
Thu 8/28/2025 12:58 pm EDT

🎶🎶 I hear a hit! 🎶🎶 #LoveDaytonaBeach 🏖 📸 by @sydneyshaeofficial: Today's the last day...

Total Engagements	21
Likes	19
Comments	2
Shares	0

discoverdaytonabeach
Tue 8/26/2025 12:50 pm EDT

Glad you enjoyed your visit to the Daytona Beach area! 🎸 Welcome to Rockville returns to Daytona International...

Total Engagements	21
Likes	20
Comments	0
Shares	1

discoverdaytonabeach
Thu 8/7/2025 7:47 pm EDT

🍈 There's still time to catch the Daytona Tortugas in action this summer at Jackie Robinson Ballpark in Daytona Beach! 🐢 ...

Total Engagements	21
Likes	20
Comments	0
Shares	1

TikTok Top Viewed Videos

discoverdaytonabeach
Thu 8/28/2025 4:03 pm EDT

✨ Imagine it: Bananas at the beach! 🍌 🍈 We've got the historic Jackie Robinson Ballpark, 🏟 revved up rizz an...

Total Video Views	22,721
Follow Video Views	249
For You Video Views	22,289
Hashtag Video Views	—
Business Account Video Views	136
Others Video Views	22
Search Video Views	22
Sound Video Views	0
Unspecified Video Views	3

Boosted

discoverdaytonabeach
Fri 8/29/2025 10:26 am EDT

🍽 Savor September in Daytona Beach! From Sept. 1-30, enjoy 2- or 3-course prix fixe meals at $20, $40, or $60 from fave...

Total Video Views	2,365
Follow Video Views	73
For You Video Views	2,192
Hashtag Video Views	—
Business Account Video Views	42
Others Video Views	23
Search Video Views	33
Sound Video Views	0
Unspecified Video Views	2

Boosted

discoverdaytonabeach
Thu 8/7/2025 7:47 pm EDT

🍈 There's still time to catch the Daytona Tortugas in action this summer at Jackie Robinson Ballpark in Daytona Beach! ...

Total Video Views	1,254
Follow Video Views	32
For You Video Views	1,099
Hashtag Video Views	—
Business Account Video Views	61
Others Video Views	10
Search Video Views	50
Sound Video Views	0
Unspecified Video Views	2

discoverdaytonabeach
Fri 8/29/2025 7:49 pm EDT

👀 Looking for fun things to see and do during your Daytona Beach getaway that won't break your vacation budget? Fro...

Total Video Views	598
Follow Video Views	38
For You Video Views	393
Hashtag Video Views	—
Business Account Video Views	16
Others Video Views	16
Search Video Views	132
Sound Video Views	0
Unspecified Video Views	3

discoverdaytonabeach
Tue 8/26/2025 12:50 pm EDT

Glad you enjoyed your visit to the Daytona Beach area! 🎸 Welcome to Rockville returns to Daytona Internation...

Total Video Views	477
Follow Video Views	57
For You Video Views	368
Hashtag Video Views	—
Business Account Video Views	20
Others Video Views	11
Search Video Views	19
Sound Video Views	0
Unspecified Video Views	2

eNewsletters & Blog Report

eNewsletter Performance Overview

Total Sends	Open Rate	Click Rate	Unsubscribe Rate
637,502	4.3%	.46%	.17%
-28.6%	-6.3%	4.8%	-33.3%

Top 20 Blogs

Blog	Sessions	Users	New Users	Average Engagement Time Per Session	Key Events
/blog/post/brazilians-love-these-local-attractions-and-hotel-deals	153239	124282	119370	0.948518328	6273
/blog/post/get-away-to-a-long-labor-day-weekend-in-daytona-beach	696	586	452	72.6637931	213
/blog/post/fun-free-things-to-do-in-daytona-beach	614	503	410	98.54560261	132
/blog/post/fun-fall-festivals-to-hit-in-daytona-beach	415	356	289	69.73975904	52
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	389	346	335	40.77634961	17
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	334	292	243	71.09281437	87
/blog/post/beach-bars-with-live-music-in-daytona-beach	265	219	168	86.40377358	152
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	195	168	135	72.87692308	11
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	187	164	131	78.18181818	73
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tomoka-town-center	184	172	156	45.11413043	32
/blog/post/top-ways-to-explore-like-a-local-in-daytona-beach	146	126	115	70.61643836	26
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	133	124	99	54.11278195	56
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	124	108	92	49.65322581	13
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	122	107	98	50.13114754	1
/blog/post/must-see-entertainment-venues-in-the-daytona-beach-area-for-accessibility-travelers	111	55	0	14.88288288	15
/blog/post/ways-to-celebrate-christmas-in-daytona-beach	103	91	84	76.05825243	23
/blog/post/5-things-to-know-about-going-to-a-daytona-tortugas-game-at-jackie-robinson-ballpark	101	82	68	44.47524752	5
/blog/post/big-events-for-the-daytona-beach-area	101	90	83	76.37623762	18
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	101	89	70	74.08910891	19
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	101	88	72	85.67326733	9

YouTube & Website Video Reports

YouTube - Top 10 Video Analytics

Content	Duration	Publish date	Impressions	Impressions click-through rate	Views		Average view duration	Watch time (hours)	
Total			**21,772**	**3.0%**	**72,609**		**0:17**	**348.4**	
Don't Miss the Coke Zero 400 at DAYTONA	0:16		1,160	2.3%	57	0.1%	0:16	0.2	0.1%
Looking for things to do in Daytona Beach, FL? You'd b...	0:16		481	1.5%	19,711	27.1%	0:15	82.4	23.6%
Daytona Beach is live! Wave Wednesday	5:00		481	3.3%	23	0.0%	1:02	0.4	0.1%
Unique Shopping Districts in Daytona Beach, Florida	1:26		465	1.9%	25	0.0%	0:58	0.4	0.1%
Oceanfront and Riverfront Dining in Daytona Beach, Flo...	1:34		454	3.1%	23	0.0%	1:01	0.4	0.1%
ONE DAYTONA - the Newest Entertainment Complex in...	2:01		448	4.5%	49	0.1%	1:12	1.0	0.3%
Free Things to Do in the Daytona Beach Area, Florida	0:34		295	2.4%	12	0.0%	0:27	0.1	0.0%
Daytona Aquarium & Rainforest Adventure	0:26		288	4.5%	28	0.0%	0:24	0.1	0.0%
Salty Dog & Maui Nix Surf Shops - Daytona Beach, Flori...	1:32		277	3.6%	15	0.0%	0:47	0.2	0.1%
Spend the Day in Downtown Daytona Beach	0:32		275	2.6%	14	0.0%	0:35	0.1	0.0%

Videos on DaytonaBeach.com - Top 10 Video Analytics

Video	Views	Impressions	Third-party impressions	Unique impressions	Unique viewers	Total time watched
Total	92,458	634,617	381,559	91,573	23,389	221:04:52
The Arrival - Daytona Beach (:15) Uploaded Oct 16, 2024	34,430	220,532	0	27,580	8,908	79:18:56
First Surf Lesson - Daytona Be... Uploaded Oct 16, 2024	33,421	247,308	0	36,595	11,083	76:47:25
Daytona Beach Nightlife Uploaded Oct 16, 2024	23,796	150,439	0	22,008	7,462	56:27:18
Main Street Pier and Sunglow P... Uploaded Nov 14, 2019	593	5,147	0	961	263	06:37:28
2024 Coke Zero Sugar 400 Uploaded Aug 14, 2024	89	2,861	0	550	45	00:27:30
Discover Daytona Beach: Histo... Uploaded Nov 8, 2019	34	1,246	0	228	25	00:14:14
Eco Adventures in Daytona Be... Uploaded Jan 13, 2020	27	340	0	65	10	00:22:48
Southeast Museum Of Photogr... Uploaded Jan 6, 2020	23	1,098	0	195	15	00:06:19
Old City Ride YouTube Video Uploaded Jul 23, 2025	6	16	0	5	4	00:18:47
Oceanfront and Riverfront Dini... Uploaded Oct 30, 2019	6	108	0	16	3	00:04:55

August 2025

Social Media Summary

Facebook - Biketoberfest

- Published Posts: 8
- Followers: 280,674 - gained 82
- Impressions: 182,130 - up 158.7%
- Engagements: 3,873 - up 95.0%
- Engagement Rate Per Impression: 2.1% - down 24.6%
- Post Link Clicks: 85 - down 32.5%

Instagram - BiketoberfestRally

- Published Posts: 6
- Followers: 9,204 - gained 162
- Views: 20,078 - up 61.1%
- Engagements: 664 - up 16.1%
- Engagement Rate Per View: 3.3% - down 27.9%

X - Biketoberfest

- Published Posts: 4
- Followers: 4,277 - gained 2
- Impressions: 3,264 - up 111.3%
- Engagements: 48 - up 33.3%
- Engagement Rate Per Impression: 1.5% - down 36.9%

TikTok - BiketoberfestRally

- Published Posts: 4
- Followers: 1,307 - gained 296
- Video Views: 32,329 - up 1,510.8%
- Engagements: 1,357 - up 1,375.0%
- Engagement Rate Per Impression: 4.2 - down 8.4%

YouTube - BiketoberfestRally709

- Subscribers: 137 - gained 5
- Impressions: 3,646 - up 108.7%
- Video Views: 252 - up 96.9%
- New Viewers: 138 - up 91.7%
- Click-Thru Rate: 3.3% - up 57.1%

Facebook Top Posts

Biketoberfest
Sat 8/16/2025 10:07 am EDT

🏍 60 days 'til throttle time! Biketoberfest® rolls back into the Daytona Beach area October 16-19 for 4 days of...

Total Engagements	1,838
Reactions	1,236
Comments	92
Shares	247
Post Link Clicks	9
Other Post Clicks	254

Biketoberfest
Wed 8/27/2025 2:05 pm EDT

Total Engagements	649
Reactions	229
Comments	15
Shares	53
Post Link Clicks	28
Other Post Clicks	324

Biketoberfest
Wed 8/13/2025 6:15 pm EDT

We're amped to roll with this crew! 💪 #Biketoberfest2025 #DaytonaBeach

Total Engagements	248
Reactions	160
Comments	2
Shares	11
Post Link Clicks	—
Other Post Clicks	75

Biketoberfest
Mon 8/25/2025 12:08 pm EDT

See you soon, @sassy_pantss! 🏍 🛣 by @sassy_pantss: Ready to hit US Highway 1 the Sun 😎 🌞 See y'all at...

Total Engagements	154
Reactions	92
Comments	2
Shares	2
Post Link Clicks	6
Other Post Clicks	52

Biketoberfest
Tue 8/12/2025 7:45 pm EDT

👀 Check out this incredible Harley duo that will go home with one lucky winner as part of the Harley Dream Giveaway! That'...

Total Engagements	143
Reactions	66
Comments	1
Shares	7
Post Link Clicks	16
Other Post Clicks	53

Facebook Top Viewed Videos

Biketoberfest
Sat 8/16/2025 10:07 am EDT

🏍 60 days 'til throttle time! Biketoberfest® rolls back into the Daytona Beach area October 16-19 for 4 days of...

Video Views	40,649

Biketoberfest
Wed 8/13/2025 6:15 pm EDT

We're amped to roll with this crew! 💪 #Biketoberfest2025 #DaytonaBeach

Video Views	3,685

Biketoberfest
Mon 8/25/2025 12:08 pm EDT

See you soon, @sassy_pantss! 🏍 🛣 by @sassy_pantss: Ready to hit US Highway 1 the Sun 😎 🌞 See y'all at...

Video Views	2,334

Biketoberfest
Tue 8/12/2025 7:45 pm EDT

👀 Check out this incredible Harley duo that will go home with one lucky winner as part of the Harley Dream Giveaway! That'...

Video Views	1,999

Biketoberfest
Fri 8/15/2025 4:05 pm EDT

Sean has some great tips to prepare you for this year's Biketoberfest®. Listen to the man! #DaytonaBeach #Biketoberfest2025

Video Views	505

Instagram Top Posts

biketoberfestrally
Sat 8/16/2025 10:07 am EDT

🏍 60 days 'til throttle time! Biketoberfest® rolls back into the Daytona Beach area October 16-19 for 4 days of...

Total Engagements	369
Likes	233
Comments	5
Shares	117
Saves	14

biketoberfestrally
Tue 8/12/2025 7:47 pm EDT

👀 Check out this incredible Harley duo that will go home with one lucky winner as part of the Harley Dream Giveaway! That'...

Total Engagements	116
Likes	85
Comments	0
Shares	25
Saves	6

biketoberfestrally
Wed 8/13/2025 6:15 pm EDT

We're amped to roll with this crew! 💪 #Biketoberfest2025 #DaytonaBeach

Total Engagements	98
Likes	90
Comments	2
Shares	6
Saves	0

biketoberfestrally
Mon 8/25/2025 12:10 pm EDT

See you soon, @sassy_pantss! 🏍 📍 by @sassy_pantss: Ready to hit US Highway 1 the Sun 😎 😊 See y'all at...

Total Engagements	32
Likes	32
Comments	0
Shares	0
Saves	0

biketoberfestrally
Thu 8/14/2025 4:51 pm EDT

@RueZiffra is proud to be the Official Attorneys of Biketoberfest® right here in the heart of Daytona Beach! From the ro...

Total Engagements	14
Likes	14
Comments	0
Shares	0
Saves	0

Instagram Top Viewed Videos

biketoberfestrally
Sat 8/16/2025 10:07 am EDT

🏍 60 days 'til throttle time! Biketoberfest® rolls back into the Daytona Beach area October 16-19 for 4 days of...

Reels Video Views	6,750

biketoberfestrally
Tue 8/12/2025 7:47 pm EDT

👀 Check out this incredible Harley duo that will go home with one lucky winner as part of the Harley Dream Giveaway! That'...

Reels Video Views	2,095

biketoberfestrally
Wed 8/13/2025 6:15 pm EDT

We're amped to roll with this crew! 💪 #Biketoberfest2025 #DaytonaBeach

Reels Video Views	1,397

biketoberfestrally
Mon 8/25/2025 12:10 pm EDT

See you soon, @sassy_pantss! 🏍 📍 by @sassy_pantss: Ready to hit US Highway 1 the Sun 😎 😊 See y'all at...

Reels Video Views	624

Top X Posts

@Biketoberfest
Sat 8/16/2025 3:51 pm EDT

🏍 60 days 'til throttle time! Biketoberfest® rolls back into the Daytona Beach area October 16-19 for 4 days of...

Total Engagements	20
Likes	11
@Replies	0
Reposts	2
Post Link Clicks	0
Other Post Clicks	7
Other Engagements	0

@Biketoberfest
Tue 8/12/2025 7:22 pm EDT

👀 Check out this incredible Harley duo that will go home with one lucky winner as part of the Harley Dream Giveaway! Go t...

Total Engagements	12
Likes	1
@Replies	0
Reposts	0
Post Link Clicks	1
Other Post Clicks	10
Other Engagements	0

@Biketoberfest
Wed 8/13/2025 6:15 pm EDT

We're amped to roll with this crew! 💪 #Biketoberfest2025 #DaytonaBeach

Total Engagements	8
Likes	2
@Replies	0
Reposts	0
Post Link Clicks	—
Other Post Clicks	6
Other Engagements	0

X Top Viewed Videos

@Biketoberfest
Sat 8/16/2025 3:51 pm EDT

🏍 60 days 'til throttle time! Biketoberfest® rolls back into the Daytona Beach area October 16-19 for 4 days of...

Video Views 311

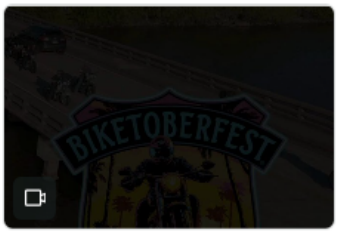
@Biketoberfest
Tue 8/12/2025 7:22 pm EDT

👀 Check out this incredible Harley duo that will go home with one lucky winner as part of the Harley Dream Giveaway! Go to...

Video Views 226

@Biketoberfest
Wed 8/13/2025 6:15 pm EDT

We're amped to roll with this crew! 💪 #Biketoberfest2025 #DaytonaBeach



Video Views 39

Top TikTok Posts

biketoberfestrally
Sat 8/16/2025 10:07 am EDT

🚨 60 days 'til throttle time! Biketoberfest® rolls back into the Daytona Beach area October 16-19 for 4 days of...

Total Engagements	1,199
Likes	751
Comments	19
Shares	429

biketoberfestrally
Wed 8/13/2025 6:15 pm EDT

We're amped to roll with this crew! 💪 #Biketoberfest2025 #DaytonaBeach

Total Engagements	51
Likes	49
Comments	0
Shares	2

biketoberfestrally
Tue 8/12/2025 7:45 pm EDT

👀 Check out this incredible Harley duo that will go home with one lucky winner as part of the Harley Dream Giveaway! That'...

Total Engagements	45
Likes	37
Comments	3
Shares	5

biketoberfestrally
Mon 8/25/2025 12:08 pm EDT

See you soon, @sassy_pantss! 🚨 🚌 by @sassy_pantss: Ready to hit US Highway 1 i the Sun 😎 ☀️ See y'all at...

Total Engagements	40
Likes	40
Comments	0
Shares	0

TikTok Top Viewed Videos

biketoberfestrally
Sat 8/16/2025 10:07 am EDT

🚨 60 days 'til throttle time! Biketoberfest® rolls back into the Daytona Beach area October 16-19 for 4 days of...

Total Video Views	27,582
Follow Video Views	0
For You Video Views	26,809
Hashtag Video Views	—
Business Account Video Views	82
Others Video Views	275
Search Video Views	413
Sound Video Views	0
Unspecified Video Views	3

biketoberfestrally
Wed 8/13/2025 6:15 pm EDT

We're amped to roll with this crew! 💪 #Biketoberfest2025 #DaytonaBeach

Total Video Views	1,083
Follow Video Views	7
For You Video Views	915
Hashtag Video Views	—
Business Account Video Views	86
Others Video Views	12
Search Video Views	60
Sound Video Views	0
Unspecified Video Views	3

biketoberfestrally
Tue 8/12/2025 7:45 pm EDT

👀 Check out this incredible Harley duo that will go home with one lucky winner as part of the Harley Dream Giveaway! That'...

Total Video Views	1,056
Follow Video Views	7
For You Video Views	930
Hashtag Video Views	—
Business Account Video Views	82
Others Video Views	5
Search Video Views	30
Sound Video Views	0
Unspecified Video Views	2

biketoberfestrally
Mon 8/25/2025 12:08 pm EDT

See you soon, @sassy_pantss! 🚨 🚌 by @sassy_pantss: Ready to hit US Highway 1 the Sun 😎 ☀️ See y'all at...

Total Video Views	789
Follow Video Views	7
For You Video Views	730
Hashtag Video Views	—
Business Account Video Views	14
Others Video Views	2
Search Video Views	33
Sound Video Views	0
Unspecified Video Views	3

YouTube & eNewsletters Report

YouTube - Top 10 Video Analytics

Content	Duration	Publish date	Impressions	Impressions click-through rate	Views		Average view duration	Watch time (hours)	
Total			**3,646**	**3.3%**	**252**		**1:00**	**3.2**	
This Harley Duo Is Yours To Win!	1:00		2,503	2.8%	80	31.8%	0:40	0.9	28.2%
Daytona Beach Bike Week 2025 Is Coming!	0:17		98	1.0%	1	0.4%	0:16	0.0	0.2%
Biketoberfest® 2025: 60 Days & Counting....	0:11		77	14.3%	36	14.3%	0:22	0.1	2.9%
Biketoberfest 2025 Is Coming!	0:26		75	12.0%	29	11.5%	0:28	0.1	4.3%
Bike Week 2025: Thank You, Riders!	0:33		64	3.1%	3	1.2%	0:28	0.0	0.5%
Biketoberfest® Motorcycle Ride: The Loop	0:24		60	1.7%	5	2.0%	0:27	0.0	0.7%
Top Ride of the Month: The Lucky Ride	36:32		54	1.9%	24	9.5%	1:55	0.8	24.2%
FMSP at Daytona Beach Bike Week 2025	2:00		46	2.2%	1	0.4%	2:13	0.0	1.2%
Biketoberfest® 2024 -- Thank You!	0:25		36	2.8%	2	0.8%	0:26	0.0	0.2%
Biketoberfest 90 Days Out	0:11		35	14.3%	20	7.9%	0:23	0.0	1.4%

eNewsletter Performance Overview

Subject	Total Sends	Open Rate	Click Rate
Don't Miss Out On This Special Labor Day Offer! Harley-Davidson Dream Giveaway	45,574	18.30%	0.30%
Your Ride to Biketoberfest® Starts Here!	45,581	22.70%	1.00%
Unlock Your Special Offer: This Harley Duo Is Yours To Win!	45,745	23.50%	0.55%